The following Listing of Claims replaces all prior listings, and versions, of claims in the subject patent application.

Listing of Claims:

1-13 (Canceled).

14 (Currently amended). A printhead assembly comprising:

a printhead arranged to print on an image-receiving substrate;

a platen;

a support;

a first frame slideably connected to said support, one of said printhead and said platen being mounted on said first frame ~~and the other of said printhead and said platen being connected to said support~~;

a second frame, the other one of the printhead and the platen being supported on said second frame;

a driver for driving said first frame relative to said support to cause the one of said printhead and platen to move in a linear direction toward the other; and

a compressor arranged to exert a biasing force on one of said printhead and said platen, when said driver drives said first frame relative to said support,

wherein the compressor is arranged so as to compressibly support the second frame ~~connected between one of: the first frame and said one of said printhead and platen; and the support and said other of said printhead and platen~~.

15-20 (Canceled).

21 (Currently amended). A printhead assembly of claim [[~~16~~]] 14 wherein, when the printhead is mounted on the first frame, driving the first frame relative to the support causes the compressor to be compressed when the print head abuts said image-receiving substrate.

22 (Currently amended). A printhead assembly comprising:

a printhead arranged to print on an image-receiving substrate;

a platen;

a support;

a first frame slideably connected to said support, one of said printhead and said platen being mounted on said first frame; ~~and~~

a driver for driving said first frame relative to said support in accordance with information stored with said image receiving substrate, to cause the one of said printhead and platen to move in a linear direction toward the other; and

a processor configured to use a look up table to determine a distance to drive the first frame relative to the support based on the information stored with the image receiving substrate.

23 (Currently amended). A printer comprising:

an input device for inputting data

a printhead arranged to print on an image-receiving substrate;

a platen;

a support;

a first frame slideably connected to said support, one of said printhead and platen being mounted on said first frame ~~and the other of said printhead and said platen being connected to~~

~~said support~~;

a second frame, the other one of the printhead and the platen being supported on said second frame;

a driver for driving said first frame relative to said support to cause the one of said printhead to move in a linear direction toward the other; and

a compressor arranged to exert a biasing force on one of said printhead and said platen, when said driver drives said first frame relative to said support,

wherein the compressor is arranged so as to compressibly support the second frame ~~connected between one of: the first frame and said one of said printhead and platen; and the support and said other of said printhead and platen~~.

24 (Previously presented). A printer of claim 23, wherein the driver is configured to drive the first frame to a predetermined position relative to said support in accordance with said input data.

25 (Currently amended). A method of controlling a printhead assembly comprising:

a printhead arranged to print on an image-receiving substrate;

a platen;

a support;

a first frame slideably connected to said support, one of said printhead and said platen being mounted on said first frame ~~and the other of said printhead and said platen being connected to said support~~;

a second frame, the other one of the printhead and platen being supported on said second frame; and

a compressor arranged to exert a biasing force on one of said printhead and said platen, wherein the compressor is arranged so as to compressibly support the second frame ~~connected between one of: the first frame and said one of said printhead and platen; and the support and said other of said printhead and platen~~,

wherein said method comprises the step of driving said first frame relative to said support to cause the one of said printhead and said platen to move in a linear direction toward the other, and said compressor exerting a biasing force on one of said printhead and said platen when said first frame is driven relative to said support.

26. (Previously presented) A method of claim 25, wherein the driving comprises driving said first frame relative to said support to a predetermined position.

27. (Previously presented) A method of claim 25, wherein the driving comprises driving said first frame relative to said support in accordance with information stored with said image-receiving substrate.

28. (Previously presented) A printhead assembly of claim 14 wherein the driver is for driving said first frame relative to said support in accordance with information stored with said image-receiving substrate.

29. (Previously presented) A printhead assembly of claim 14 wherein the driver is for driving said first frame relative to said support in accordance with information inputted through an input device.

30. (Previously presented) A printhead assembly of claim 14 wherein the driver is for driving said first frame relative to said support to a predetermined position.

31. (Previously presented) A printhead assembly of claim 22 wherein the information is stored on an electronic tag or chip, or as a barcode.

32. (Previously presented) A printhead assembly of claim 22 wherein the information specifies at least one of the pressure required to print on the image-receiving substrate, the thickness of the substrate or, where the driver comprises a motor, a value indicating the number of rotations of the motor necessary for printing on the image-receiving substrate.

33. (Currently amended) A printhead assembly of claim 22, [[~~comprising~~]] wherein the processor includes a microprocessor configured to detect the information stored with said image receiving substrate ~~and to consult a look up table to determine the distance to drive the first frame relative to the support~~.

34. (Currently amended) A method of controlling a printhead assembly comprising:

a printhead arranged to print on an image-receiving substrate;

a platen;

a support; and

a first frame slideably connected to said support, one of said printhead and said platen being mounted on said first frame;

wherein said method comprises driving said first frame relative to said support in

accordance with information stored with said image-receiving substrate, to cause the one of said printhead and said platen to move in a linear direction toward the other; and

wherein the method comprises using a look up table to determine the distance to drive the first frame relative to the support based on the information stored with the image-receiving substrate.

35. (New) A method of claim 34, wherein the information specifies at least one of the pressure required to print on the image-receiving substrate, the thickness of the substrate or, where the driver comprises a motor, a value indicating the number of rotations of the motor necessary for printing on the image-receiving substrate.

36. (New) A printhead assembly of claim 14, wherein said second frame is slideably connected to said support.

37. (New) A printhead assembly of claim 14, wherein said second frame is mounted on a base, and wherein the compressor is attached between the base and the second frame.